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GROUP OF COMPANIES

CORPORATE broadcast



JUNE/JULY 2014

ANSA McAL's 2013 Sector Performer Awards Luncheon



On Saturday 19th July 2014, our Group Chairman and Chief Executive, Mr. A. Norman Sabga, hosted a special luncheon in honor of the Group's 2013 Sector Performer winners. The event was hosted at Jaffa at the Oval and celebrated the achievements of nine winners, who represented the Group's eight sectors and its Corporate Services division.

The Sector Performer Awards was first introduced at their Long Service and Group Awards in 2012 and originally recognized only the Group's eight Sectors: Beverage, Manufacturing, Financial Services, Retail, Media, Services, Automotive and Distribution. In 2013, the Corporate Services award was added to the list and included Head Office employees from Trinidad & Tobago and Barbados.

At the luncheon the Group's HR Director, Ms. Teresa White, emphasized the achievements of each of the nine winners and their embodiment of the key principles: getting the people basics right; excellence in execution and acting like an owner. The Group Chairman, Mr. A. Norman Sabga, praised the awardees for their sterling contributions to the Group and encouraged them to continue to strive for excellence in all that they do.

Also speaking at the luncheon were the respective Managing Directors and Sector Heads, who spoke highly of their Sector's winner.

This year's winners included seven persons from the Group's local operations in Trinidad and Tobago and one each from its Guyana and Miami based companies.



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Sector Performer Awards Luncheon

Automotive Sector: Mr. Deryck Chanardip, Auto Repair Centre – Divisional Manager
Beverage Sector: Ms. Cindy Lutchman, Marketing Manager – Soft Drinks Division, Carib Brewery Ltd.

Corporate Services: Ms. Nadia Beepersad, Group Reporting Team Manager – Group Finance Department

Distribution Sector: Mr. Jameel Baksh, IT Lead – ANSA McAL Trading Ltd. (Guyana)

Financial Services Sector: Ms. Sarita Parsad, Manager - Legal & Compliance, Tatil

Manufacturing Sector: Mr. Anil Maharaj, Assistant Operations Manager - ANSA Chemicals Ltd.

Media Sector: Mr. Mark Luke, Electrician – Maintenance Department, Guardian Media Ltd.

Retail Sector: Ms. Marina Thomson, Business Analyst – Standard Distributors (Trinidad)

Services Sector: Catalina Echeverri, Business Development Coordinator – ANSA McAL Trading (US)





PENTA PAINTS' MARABELLA COLOUR STUDIO LAUNCH

On Wednesday 23rd July 2014, ANSA Coatings Limited launched its newly renovated Marabella Colour Studio. The event took place at the Colour Studio's Compound which located at 42 Union Park West, Marabella.

Guests at the event included local contractors, property developers, hardware owners, and members of the company's Board of Directors. Mr. Roger Roach, the Managing Director of ANSA Coatings Limited, delivered the feature address. He praised the company for not only being the largest paint company in Trinidad and Tobago, and one of the largest in the region, but for also being the most diverse, innovative and progressive organization in the industry. Mr. Roach reiterated the company's commitment to providing customers with an ideal shopping experience whilst keeping up with the latest international trends and standards.

Also speaking at the event was Mr. Sean De Souza, Penta Paints' Sales and Marketing Manager. Mr. De Souza encouraged customers to get inspired by the model showrooms inside the new Colour Studio.

The Deputy Mayor of San Fernando Alderman Junia Regrello delivered remarks at the event on behalf of the San Fernando City Corporation and commended the company on their rebranding initiative. The Colour Studio now boasts an upgraded parking facility, branded windows, new displays and renovated staff facilities.



WELCOME TO THE CITY OF



ANSA McAL'S AGM & GROUP EXPO 2014

The Group's first joint Shareholder's Meeting and Group Expo 2014 was so full of activities that we just had to bring you some more highlights from the historic event hosted on Saturday July 5th July 2014 at the Hyatt Regency. The event was open to shareholders from ANSA McAL, ANSA Merchant Bank and Guardian Media Ltd. Those who attended had the privilege of partaking in exclusive deals, benefits and giveaways that were offered by all subsidiaries on display at the event.



Check out the Group's website for more highlights from the 2014 AGM & Expo



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CARIB BREWERY LTD SALES AWARDS 2013

Carib Brewery Ltd. recently hosted its 2nd Annual Sales Awards function to reward and recognise the outstanding performance of its Sales Team in 2013. Twenty three top performers received awards in the categories of: Achievement, Brand Personality and Special Acknowledgement.

For the second consecutive year, The Ken Lalla Challenge Award Trophy was presented to the Top Performing Salesman. This award holds special meaning to the sales team since it was named in commemoration of the decades of dedicated service that Mr. Ken Lalla gave to the Carib Brewery, and to the Group.

Mr. Miguel Marquez, Commercial Director – Sales and Distribution, delivered the Opening Remarks and expressed just how important it is for the company to not just recognise but to also reward employees for jobs well done. Mr. Rahim Mohammed, HR Lead for the Beverage Sector motivated those in attendance by saying

"I believe that there is always room for improvement. Always strive to be better...better than the previous year."

In delivering his feature address Mr. Andrew Sabga, Sector Head – Beverage, encouraged all in attendance to continue to work as a team and emphasized that *"No man is a mountain."*



**HATS OFF TO THE
CARIB BREWERY
SALES TEAM**



CARIB BREWERY LTD SALES AWARDS 2013 (CONTINUED)

The management and staff of Carib Brewery Ltd. congratulates the following persons for their achievements in 2013:

ACHIEVEMENT AWARDS

Jason Nanton - Salesman of the Year Award 2013: *The Ken Lalla Challenge Award Trophy*
 Imran Jaikaran - Runner-up Salesman of the Year 2013
 Martin John - Sales Manager of the Year 2013
 Amrick Jagdeo - Highest Sales Attained Vs. Target (Overall) 2013
 Michael Ramdass - Highest Sales Attained Vs. Target (Tobago) 2013
 Margaret Meyers - Telesales Representatives of the Year 2013
 Gregory Gomes - Assistant Distribution Manager of the Year 2013
 Joanne Joseph - Most Promising Employee 2013
 Oral Khan - Rookie of the Year 2013

SPECIAL AWARDS

Sanjay Ramdass - Special Award 2013
 Jordhana Orosco - Special Award 2013
 Franklin Foster - Special Award 2013
 Indar Baal - Special Award 2013
 Ava Figaro - Special Award 2013
 Robert Marquez - Special Award 2013
 Floyd Davies - Special Award 2013

BRAND PERSONALITY AWARDS

Clyde Forde - Soft Drink Division Personality Award 2013
 Oral Khan - Mackeson Personality Award 2013
 Marvin Davis - Carib Personality Award 2013
 Imran Jaikaran - Carib Pilsner Light Personality Award 2013
 Maurice Simpson - Heineken Personality Award 2013
 Michael Ramdass & Sherwyn Murray - Guinness Personality Award 2013
 Denzil Thomas - Stag Personality Award 2013





CONSOLIDATED FINANCE MAKES IT EASY TO GO GREEN

RENEWABLE ENERGY FOR THE FUTURE

Consolidated Finance Company (Barbados) is urging Bajans to make the move towards more solar energy systems so as to reduce the electricity costs in their homes and businesses. To encourage this move the company is offering a **'Green Finance Package.'**

Consolidated Finance's CFO, Mr. Rolf Phillips explained the company's move into the renewable energy market *"This market has been coming on stream for some time and it's growing in importance to Barbados. We looked at it and we figured it's something we really wanted to support and we thought renewable energy financing is very good for the country and it's very good for the environment."*

Mr. Phillips was speaking at their Hastings, Christ Church compound where an expo was hosted to launch the new finance package. The company partnered with all the major players in the renewable energy market to host the event. Some of the other companies on display at the expo at the top suppliers in photovoltaic systems, solar water heaters, electric cars and LED lighting. Showcasing their line of energy efficient appliances was ANSA McAL's own Standard Distributors.

Ms. France Parravicino, Vice President – Credit at Consolidated Finance highlighted that the company's aim was also to educate locals. *"We have been quite ignorant to the technology. We think only of solar systems to heat your water not realising it can also power your entire home and your vehicle."*

Ms. Parravicino commented on the response that their efforts have received thus far, *"We've had a good response from locals wanting more information and wanting to find out what they need for their homes. They were able to come to our staff with their applications, they cost it for them and give them relevant information. On the morning of the expo we had 25 live applications that were approved on the spot."*



We've Got
SUNSHINE
365 Days a Year...

...Let's go
GREEN
BARBADOS!



...Why not use
it to power your
Home or Office
using a Solar Energy
System with a

**GREEN
FINANCE
PACKAGE**
from



**It's Easy
To Go GREEN:**

- Choose your supplier
- Submit an application
- Same day approval
- Get installed
- Enjoy one less utility bill

Benefits of our **GREEN FINANCE PACKAGE**

- ✓ Expense neutral – your monthly cash flow not affected
- ✓ No additional debt burden
- ✓ Every payment goes toward ownership of free electricity
- ✓ No upfront fees or deposit
- ✓ Covered by free insurance
- ✓ Tax saving up to \$10k per year for 5 years

This offer is only available in Barbados

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MALTA CARIB PARTNERS WITH DWAYNE BRAVO

Over the years Malta Carib has shared its spotlight with local stars such as Dwight Yorke and Fay Anne Lyons, who have acted as the brand ambassadors. Carib Brewery's Marketing Manager in the Soft Drinks Division, Ms. Cindy Lutchman, described the brand's ideal ambassador as someone who is a positive influence, someone who portrays confidence, who stands for success, someone of quality who consistently delivers high performance, and someone who represents Trinidad and Tobago well. Ms. Lutchman was speaking at the a press conference hosted by Malta Carib at the President's Box at the Queen's Park Oval, where local cricket icon, Dwayne Bravo, was announced as the new spokesperson for Malta Carib.

Ms. Lutchman went on to describe Bravo as *"a star performer in the local and international cricketing world, who proudly carries our country wherever he goes, he stands out for his sense of self, and doing what he feels is right for Dwayne...not following the crowd but yet still being part of the crowd on his own terms."*

At the press conference Bravo described himself as the perfect spokesperson. He shared with those in attendance that while he likes to 'party' he does not drink alcohol and regularly consumes Malta Carib.



A special thank you to lime.tt for their photography on the day



AMCO LAUNCHES DISASTER PREPAREDNESS CAMPAIGN

Alston's Marketing Company Limited (AMCO) launched their Disaster Preparedness Campaign 2014 with a visit to the flood-prone community of Reform Village, Gasparillo. Villagers were delighted to see employees of AMCO approaching their households in Ben Lomand handing out buckets which were fully stocked with essentials such as Brunswick Sardines, Energizer batteries, Target corned beef, Bop insecticide, Hefty garbage bags and first-aid kits.

"This is such a great a thing you are doing here. It's good to see that someone cares," one thankful resident expressed. *"Sometimes the whole house under water and there is nowhere to go."*

In recent times, Reform Village families have been marooned, losing all their belongings, including livestock, and at times their homes due to devastating floods in the area.

Ms. Rhea Singh, Divisional Director – Consumer Products says, *"The Disaster Preparedness campaign is part of a nationwide initiative to educate the population on the importance of being prepared should a disaster occur. AMCO in conjunction with our leading brands like Energizer, Brunswick, Clean and White Bleach and Bop Insecticide have been involved in reminding the population to be prepared for the Hurricane Season for the past seven (7) years."*

In past years AMCO's efforts have been based primarily in local supermarkets, this year they decided to expand the message of being prepared and proactive by including a Community Outreach program and a nationwide promotion that involves the chance to win up to \$40,000 in cash.





ANSA COATINGS @ TIC 2014

We would like to congratulate ANSA Coatings Ltd. on being awarded the prize for "Best Large Booth Display" at this year's Trade and Investment Convention (TIC). Their booth showcased the various brands and products that they manufacture and distribute. The convention was hosted at the Centre of Excellence in Macoya from July 2 – 5 2014.

Congrats to ANSA Coatings on a job well done!



MEET OUR PEOPLE

ALLOW US TO INTRODUCE YOU TO...

CINDY LUTCHMAN

Marketing Manager- Soft Drinks Division



Can you tell us a little bit about the portfolio that you hold and some of your main responsibilities?

I am the Marketing Manager of the Soft Drink Division at Carib Brewery. This normally gets a quizzical look from people with the response: "I didn't know that Carib sells soft drinks???" But this is a good conversation starter for our brands: Shandy Carib, Malta Carib, Ginseng Up and Smalta.

In this division we have a marketing arm and a sales arm. In Marketing we ensure that our brands are connecting with our consumers and that all our activities align with our brand goals. As Marketing Manager, I am responsible for the brand building activities, advertising, budgets, packaging changes, brand innovations and of course, making sure my team is happy and in a positive environment.

Where can members of the ANSA McAL family find you? (Where is your office located?)

I am located at Carib Brewery in Champs Fleurs, in the Sales building above the warehouse...if you do come looking for me: watch out for our eager forklift drivers! Look both ways before crossing!

Do you have any memorable moments in the Group? Any funny stories?

What first comes to mind is the Brewery's cookout. The planning, the team spirit, the competitiveness really comes out for this event...not to mention the social aspect with all teams coming together. Although we all work in the same compound, sometimes weeks would go by before you see some of these coworkers/cook-out competitors. This event brings everyone together for some good-natured competitive fun!

MEET OUR PEOPLE

ALLOW US TO INTRODUCE YOU TO...

CINDY LUTCHMAN

Marketing Manager- Soft Drinks Division
(Continued)

When you get off work, what are some things that you like to do for fun?

After work my life is immersed in activities with my husband and children. I am a working mom, I have a boss here at Carib but when I get home, I report to my real bosses...my 13 year old son and 8 year old daughter. When I am not organizing their dinner or packing for school the next day, we go bike riding/jogging in the neighborhood. A rainy day will find us inside playing 'Just Dance,' watching TV, playing a board game or cooking/baking. Once they wind down, I finally get a chance to read or watch a movie before lights out!

When it calls for grown up time, a house lime with some of my favorite people always does the trick.

Any secret talents or special skills?

My kids think I am awesome at drawing, craft and cookie decorating. I've also been known to plan EPIC parties...well so I've been told.

How long have you worked for the Group/Carib Brewery?

I started at Carib Brewery Limited in November 2009that's almost 5 years ago!

In 2013 the launch of Ginseng Up Grape was hugely successful, what is the key to a good marketing campaign in your industry?

It is important to find that "one big hook" that makes a difference to our consumers. We don't want to launch something and our target consumers don't respond how we want. It takes a lot of research... the success is really in understanding what the consumer wants, not what you want to give them. Grape continues to be a success because of the time taken with the product to adjust it to our consumer's preferences instead of rushing to market with the first option.



Carib Brewery's Soft Drinks Division really does have some iconic brands: Ginseng Up, Shandy Carib, Malta etc. What do you think is the secret to their longevity on the local market?

Consistent quality! Our consumers say this to us in all the time. The brands taste the same and the quality has been consistent since they were small. We adhere to strict standards in our production process, and therefore our marketing campaigns carry through with credibility and integrity.

What does it mean to you to be named as the 2013 Sector Performer for the Automotive Sector?

I must say that the attention has been much more than expected, but it feels great to be recognized for my hard work and it is great sharing this accomplishment with my family. The downside is that there are so many strong performers at the Brewery but only one winner, so hopefully soon we can find a way to celebrate all our top performers. My Soft Drinks team has been incredible, so the rest of the Sector better watch out...looks like 2014's winner will be from this team again!!!!

We just had to ask: a beastly cold Stag or a beastly cold Carib?

Neither...Carib Pilsner Light all the way! But if I absolutely had to choose I would go with Stag.

Other than the products/brands that you represent, do you have any other favorite ANSA McAL products/brands/services? (Please say why)

Interestingly, Carib Beer is what comes to mind. Carib Beer holds a special place in my heart with lots of good ole times attached to it. Carib Beer has been present throughout my university years and my early working years, I even have a picture of me holding Carib Beer at my wedding (although I was not the one drinking it!). When I moved to Canada, it was hard to drink any other beer; none tasted as good as a cold Carib! I remember the first few years coming home to visit and the first stop from the airport was to get a beastly cold Carib.

Any words of wisdom for your colleagues who will be competing to win the Sector Performer title next?

You are in good company. Ensure that you keep on top of your deliverables and that the people involved are aware of the bigger picture that you are trying to create. Don't accept mediocrity...the key to success is constant improvement...and remember: CHANGE IS GOOD!



THERE'S A NEW JACK IN TOWN



Jack Daniel's Tennessee Honey that is! In July, AMCO launched the newest Jack Daniel's Whisky to hit the local markets: Tennessee Honey. The event was held at Brooklyn Bar in Woodbrook, Port of Spain and patrons enjoyed plenty of fun surprises from cowboy hats to cupcakes.

Attending the launch was Mr. Ricardo Basel, Territory Manager of Jack Daniel's Parent company, Brown Forman Corporation. He described the product as *"Jack with a taste of honey"* and went on to say *"people in Trinidad love sweet stuff and they already drink Jack so this is going to target a new set of people who don't drink Jack, and women. This is like a lighter and sweeter side of Jack."*

Look out for the new Jack Daniels Tennessee Honey at your local supermarkets and at your favourite watering holes.



A special thank you to triniscene.com for their photography on the day

Corporate Social Responsibility (CSR)

H I G H L I G H T

INVESTING IN THE YOUTH OF TRINIDAD AND TOBAGO

For yet another year ANSA McAL has lent its support to the Trinidad and Tobago Schools Rugby Football Union and the National School Boys Team as they embark on an eight day tour on Ontario, Canada. For this tour a team of 24 players was selected from a training squad of 80 young players. Their 2013 tour brought them great success as the Canadian rugby team, the Hamilton Hornet, invited four members from last year's touring team to join them for their 2015 season. ANSA McAL is proud to support these young athletes as they strive for excellence in their sport and as they continue to fly the flag of Trinidad and Tobago.



From left to right: Mr. Peter Bacchus, Coach and Mr. Graham Chin, Manager of the National School Boys Rugby Team receive a donation from Ms. Sharon Bal-roop, ANSA McAL's Group Corporate Communications Manager

HAPPY EMANCIPATION DAY 2014 FROM ALSTONS SHIPPING LTD.



From left to right: Ms. Cyrica Lewis – Freight Clerk and Ms. Whitney Pope – Marketing Coordinator of Alstons Shipping Ltd. show off their beautiful ethnic apparel that was worn in commemoration of Emancipation Day 2014. Not only do the ladies look beautiful, but they also showed great skill in making the skirts and headwraps themselves



CRICKET FEVER

Despite the World Cup fever that plagued the globe in July, we at ANSA McAL still found the time to show our love and support for our favourite local pastime: cricket, glorious cricket! Here are some highlights from the ANSA McAL Hospitality Suite at the Queen's Park Oval during the Limacol Caribbean Premier League T20 Tournament.



Be Prepared

WIN UP TO \$40,000 CASH!

Grand Prize: \$25,000 CASH!

Plus 3 Consolation Cash Prizes valued at \$5,000 each!

Don't Wait ACT NOW!



HOW TO ENTER

- Purchase Energizer Batteries, Clean & White Bleach, Bop Insecticide and Brunswick.
- Write your name, address and contact information on the back of your bill.
- Deposit into entry boxes at participating outlets.
- Promotion runs from July 14th – September 14th 2014.
- Winners will be chosen by a random draw on September 24th 2014.
- Employees of AMCO, its advertising agency and their immediate family members are not eligible to enter.

Visit our Facebook pages for a chance to win more.



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